

The role of the project "enterprise factory" in the competitiveness recovery of the regional economy of the republic of tatarstan

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Abstract

The article focuses on the importance of the innovative educative-communicative project "Enterprise factory" in the competitiveness recovery of the regional economy of the Republic of Tatarstan. Indicated, that the lack of professional and psychological skills and competences as well as difficulties in the formation of effective communication between entrepreneurs are the crucial factors of the business activities efficiency limitations in the region. The main purpose and objectives of the project "Enterprise factory" are substantiated here. This article accentuates the specificity of the major trends of the project realization, namely, special master-classes and workshops, trainings, opportunities for new investments recruitment, discussions on the broad spectrum of intra- and intersectional problems of the enterprise community, protection of rights and legal interests of entrepreneurs.

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Keywords

Competitiveness, Education, Efficiency, Enterprise, Master-class/workshop